

1 Adopt 2 Cal. Code Regs. Section 18421.10 to read

2 **§ 18421.10. Reporting Payments in Connection with Amplification of Online**
3 **Communications.**

4 (a) When reporting an itemized expenditure pursuant to Sections 84204, 84211(k) or
5 84303, a committee must specifically describe any amounts paid for amplification of an
6 online communication, including a detailed description of the number of shares, follows,
7 reposts, comments, likes, dislikes, or similar electronic registrations of approval or
8 disapproval purchased.

9 (b) Definition of Amplification. For purposes of this section, “amplification” of
10 online communications means efforts to create or increase the appearance of support or
11 opposition for a candidate or measure online through the purchase of followers, friends,
12 shares, follows, reposts, comments, likes, dislikes, or similar electronic registrations of
13 approval or disapproval that are visible to other users of an online platform, service, web
14 application, digital application, or Internet site.

15 Note: Authority cited: Sections 83112 and 84211(k), Government Code. Reference:
16 Sections 84204, 84211, 84303 and 84501 Government Code.